



U.S. Department
of Transportation
**National Highway
Traffic Safety
Administration**

1200 New Jersey Avenue SE
Washington, DC 20590

April 8, 2010

MR. MICHAEL KANE
VICE PRESIDENT, QUALITY ASSURANCE
BRIDGESTONE AMERICAS TIRE OPERATION, LLC
535 MARRIOTT DRIVE
NASHVILLE, TN 37214

NVS-215kjs
10T-011

SUBJECT: MISSING TIRE LABELS

DEAR MR. KANE:

This letter serves to acknowledge Bridgestone Americas Tire Operation, LLC' (BATO) notification to the National Highway Traffic Safety Administration (NHTSA) of a noncompliance with the requirements of Federal Motor Vehicle Safety Standard No. 139, "New Pneumatic Radial Tires for Light Vehicles," for which a safety recall campaign will be conducted pursuant to Federal law for the tires listed below.

Please review the following information to ensure that it conforms to your records as this information is being made available to the public. If the information does not agree with your records, please contact us immediately to discuss your concerns.

Tires/Tire Brands/Tire Sizes:

BRIDGESTONE/B390/205/65R16
BRIDGESTONE/POTENZA RE050A245/45R18 XL
BRIDGESTONE/TURANZA ER30/205/65R16

NHTSA Campaign Number: 10T-011 Mfg's Report Date: April 5, 2010

Components: TIRES:MARKINGS

Potential Number of Units Affected: 768

Summary:

BRIDGESTONE (BATO) HAS NOTIFIED NHTSA ABOUT A NONCOMPLIANCE IN CERTAIN REPLACEMENT BRIDGESTONE BRAND POTENZA RE050A TIRES, SIZE 245/45R18 XL AND B390 AND TURANZA ER30 TIRES, SIZE 205/65R16. THE NONCOMPLIANT TIRES ARE MISSING REQUIRED LABELS WHICH FAILS TO

CONFORM TO THE REQUIREMENT OF FEDERAL MOTOR VEHICLE SAFETY STANDARD NO. 139, "NEW PNEUMATIC RADIAL TIRES FOR LIGHT VEHICLES."

Consequence:

MISSING LABELS COULD LEAD TO THE TIRE(S) BEING OVERINFLATED OR UNDERINFLATED, INCREASING THE RISK OF A CRASH.

Remedy:

BATO WILL NOTIFY OWNERS OF RECORD AND WILL REPLACE THE TIRES FREE OF CHARGE. THE SAFETY RECALL IS EXPECTED TO BEGIN DURING APRIL 2010. OWNERS MAY CONTACT BATO AT 1-800-465-1904.

Notes:

CUSTOMERS MAY CONTACT THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION'S VEHICLE SAFETY HOTLINE AT 1-888-327-4236 (TTY: 1-800-424-9153); OR GO TO [HTTP://WWW.SAFERCAR.GOV](http://www.safercar.gov).

You are reminded that under 49 U.S.C. § 30112(a), it is illegal for anyone, including a manufacturer, distributor, dealer, or retailer to sell an item of equipment or vehicle that fails to comply with all applicable Federal motor vehicle safety standards.

The information in your noncompliance report appears to satisfy the requirements of 49 CFR 573.6.

You are required to submit a draft owner notification letter to this office no less than five days prior to mailing it to the customers. Also, copies of all notices, bulletins, dealer notifications, and other communications that relate to this recall, including a copy of the final owner notification letter and any subsequent owner follow-up notification letter(s), are required to be submitted to this office no later than 5 days after they are originally sent (if they are sent to more than one manufacturer, distributor, dealer, or purchaser/owner).

Your contact for this recall will be Kelly Schuler, who may be reached by phone at 202-366-5227, by email at Kelly.Schuler@dot.gov, or through the office email at RMD.ODI@dot.gov. We look forward to working with you for successful completion of this recall campaign.

Sincerely,



George H. Person
Chief, Recall Management Division
Office of Defects Investigation
Enforcement